

I see design as a knowledge driven tool to build relevant value for people as well as implement strategy and substantiate brand promises. Developed & implemented by a multidisciplinary team and based on research as well as intuition through an iterative process it revolves around the end-user experience. I see my passion for the strategic vision, the close relationship with internal & external stakeholders as well as team members, defining processes & methods, as well as my analytical, conceptual, storytelling & industrial design skills, as the key assets, which I contribute to this process.

I've had the great fortune to live and work in Hong Kong, New York, San Francisco, Holland and Denmark and to be involved with a wide range of world class organisations. I've also worked on my projects with mechanical engineers, tooling companies and contract manufacturers in China, Korea, Japan, Vietnam and India. This has provided me with a multicultural understanding of users, consumers and corporate cultures that infuse my design thinking, frames the scoping of projects and guides me already from the definition of measurable success criteria with stakeholders, market interpretation & strategic intent workshops as well as when building insights through ethnographic research.

This framework again enables a focused design process where the shared vision and research based innovation vectors guide my interaction, product and interface design efforts as well as brainstormings with management, marketing, development and manufacturing etc. until the final solution is realized. A structured and holistic approach like this enables me to build trust, consensus, ownership and excitement around a vision or design solution on a deep level and across an organisation as well as to contribute to the business creation processes on many levels and at many stages of a products lifecycle, from strategic design explorations and tactical design actions to operational design issues.

I thrive as a hands on designer and and holistic problem solver when working as a one-man-army, but also as a thought leader in a multidisciplinary team working on multilevel & complex integrated solutions where I seek the deep and rich discourse possible in a great team. I have done so on projects ranging from furniture, lighting and consumer products and ranges to professional tools, healthcare & pharma products as well as retail environments, brand building and services. Current innovation and design projects are: Skin worn wireless EMG and EKG sensors, Next generation insulin injection devices, Dermatological pharma devices, Vestibular balance diagnostics, Hearing instrument fitting systems, User experience design for ready-to-assemble furniture, Intelligent light and sound systems for improved healing outcome in hospitals as well as way-finding and improved work environments in hospitals.

Professional Experiences:

- 2013 - today: Board member and CDO for Genius Periodontal responsible for all technology development, branding and design activities.
- 2011 - today: Vice chair of Copenhagen International Schools property foundation. Chief Ideologist responsible for all didactic, architectural and design decisions on the new 25.000 kvm and 650M kr building partly funded by Novo Nordisk Foundation and the AP Møller foundation.
- 2005 - today: Guest professor in Strategic design at Umeå University, school of design. Working with masters students in both Transportation Design and Advanced Product Design to understand brands and strategic use of design to position and extend brands in a market. External masters degree tutor & thesis advisor for the Advanced Industrial Design program.
- 2004 - today: Design consultant in Copenhagen, Denmark. Working primarily with strategic & product design services for multinational clients such as Samsung Electronics, Novo Nordisk, JO-EL, Flexa, DELTA, GN Otometrics, BK Medical, Rigshospitalet & Tvilum-Scanbirk & Holmrís-Labofa
- Dec 02- Dec 03: Senior Industrial design consultant and Design Manager in San Francisco, California. Design responsible for Philips Medical business units on the west-coast and for design coaching as well as design innovation and hands on product design efforts to align across business boundaries.
- Oct 01- Dec 02: Director of design for Philips Components in Sunnyvale, California. Responsible for worldwide design service delivery to the many business lines as well as supporting strategic road-mapping efforts and business creation with Socio-Cultural and consumer insights to focus strategic vision and product conceptualization
- Sept 00- Oct 01: Senior Industrial Design Consultant and Design Manager in Sunnyvale, California Designer for the Wireless Internet Appliance group and creating new wireless home entertainment devices, interaction design and UI's to make them useful. From Consumer insights and segmentation to market positioning as well as hands on design services and branding

Anders Smith

Résumé

Industrial designer MDD & Architect MAA

- April 99- Sept 00: Senior Industrial Design Consultant in Philips Portable Audio, Hong Kong
Engaged as hands on designer in defining the new global range look as well as designing ranges of portable consumer electronics from new mp3 CD players to clock radios and BoomBoxes
- Aug 98- April 99: Global Design Manager for the Wired division of Philips Consumer Communication
Responsible for creating a global design languages for telephony products (corded, cordless and answering machines) with design teams in New Jersey and France to be marketed through multiple brands (AT&T, Sprint and Philips etc.)
- Jan. 98- April 99: Branch Manager for Philips Design in Eatontown, New Jersey
Responsible for setting up, hire designers and managing this on-site design team, as well as developing and implementing an end-user focused design process.
- Jun. 97- Jan. 98: Unit Manager for the communication systems group in Philips Design, Eindhoven, NL
Responsible for the design services supplied to the paging division of Philips Consumer Communications in Cambridge, UK
- Mar. 97- Jun. 97: Senior Industrial Designer in Philips Design
Designing pagers for Philips Consumer Communications division in Cambridge and familiarizing myself with the Philips Design organization, tools and processes.
- Oct. 92- Mar. 97: Partner and one of 3 owners of Kontrapunkt a/s, Copenhagen, Denmark
Industrial design partner of the company. I was deeply involved in all major projects from traditional Corporate Identity and Industrial Design projects to multi disciplinary projects. As Scandinavia's largest industrial and graphic design consultancy at the time we worked for a multitude of public and corporate clients in both Denmark and across Europe.
- 1992- 2008: Designing wristwatches for RemRem, Copenhagen Denmark.
As a hobby I have been designing watches for a small watch company in Denmark & Hong Kong to challenge my design skills and as a vehicle to learn new tools and a new product domain (Wearables and jewellery). It has amounted to a total of 10 ranges and 30 different designs
- 1995: Graduation examiner at the Danish Design School in Copenhagen, Denmark
- 1993: Member of the Danish Design Council's Award jury
- 1989- 1991: Teaching design to American exchange students at the Danish International Study program
- 1988- 1994: Teaching a yearly course at the Royal Academy in Denmark on product innovation
- 1987- Oct. 92: Anders Smith Industrial Design, Copenhagen, Denmark
Designing products from CB-Radios, walkie-talkies and industrial equipment to medical products.

Education:

Graduated 'Candidatus Architectus' in 1988 with a masters in industrial design and architecture from the Industrial Design department of the Royal Danish Academy in Copenhagen, Denmark

Awards:

- 2010 IF Gold award in and Red Dot award for BK Medical ultrasound scanner system
- 1990 Danish Design Council's 'Erik Herløw' award in for personal achievement.
- 1993, 94, 95, 96 The Danish IG award
- 1994 The German IF award in 1994
- 1995 Design Center Stuttgart award
- 1990 2nd and 4th prize in DAA competition for new sports equipment for physically challenged.

Personal:

Born in Copenhagen, Denmark in 1962. Fluent in Danish & English. Member of mDD (Designers in Denmark), mAA (Academic Architects of Denmark). Married with 2 kids, residing in Copenhagen Denmark.